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Topically applicable sunscreen/cosmetic compositions suited for the improved photoprotection of human skin and/or hair against the damaging effects of UV-irradiation, particularly solar radiation, comprise an effective SPF-maintaining and water remanence-enhancing amount of intimate admixture of (a) at least one benzotriazole first sunscreen compound and (b) at least one bis-resorcinyltriazine second sunscreen compound, formulated into (c) a topically applicable, cosmetically acceptable vehicle, diluent or carrier therefor.